# REPORT

DATE:

July 31, 2003

TO:

Administration Committee

Regional Council

FROM:

Barbara Dove, Government Affairs Analyst

213) 236-1861, dove@scag.ca.gov

**SUBJECT:** Sponsoring Subregional Council of Governments (COG) Events

EXECUTIVE DIRECTOR'S APPROVAL:

**RECOMMENDED ACTION:** 

Decline the WRCOG request for financial sponsorship.

#### **BACKGROUND:**

SCAG has been invited to participate as a financial sponsor of the Western Riverside Council of Governments' General Assembly Dinner and Celebration. This is the first time that SCAG has been approached by one of our subregional COGs to act in this role. In this particular case, the WRCOG sponsorship categories range from \$500 to \$1500.

SCAG believes supporting our subregional COGs is a good thing and worthy of Regional Council consideration. However, given SCAG's current financial realities, this may not be the year to initiate such sponsorships. Even if the Regional Council were favorably disposed to support this specific request, would the members also be prepared to respond similarly to requests from other subregional COGs?

Staff recommends that WRCOG's request for financial sponsorship be declined.

#### **BUDGET IMPACT:**

There is no budget impact.

BD#87945



# Western Riverside Council of Governments

County of Riverside • City of Banning • City of Beaumont • City of Callmesa • City of Canyon Lake
City of Corona • City of Hemet • City of Lake Elsinore • City of Moreno Valley • City of Murrieta
City of Norco • City of Perris • City of Riverside • City of San Jacinto • City of Temecula

June 26, 2003

Mr. Mark Pisano, Executive Director SCAG 818 West 7th Street, 12th Floor Los Angeles, CA. 90017

Dear Mr. Pisano. WML

The Western Riverside Council of Governments (WRCOG) is a joint powers authority, serving 14 cities in western Riverside County and the County of Riverside. Our mission is to provide a voluntary forum and structure to facilitate local governments to plan, coordinate, advocate, and when appropriate, implement cooperative programs of a regional nature within western Riverside County, in order to maintain and enhance the quality of life for residents.

We invite you to join us as a sponsor of WRCOG's 12<sup>th</sup> Annual General Assembly dinner and celebration, Thursday, August 7, 2003, at the Riverside Convention Center, 3443 Orange Street, Riverside, CA. The theme of our dinner is "Facing Our Future: Balancing Economy and Environment." This year, we are fortunate to have nationally recognized planner and author, Peter Calthorpe, who was recently named one of the "innovators on the cutting edge" by Newsweek Magazine, as our evening's speaker. The evening will kick-off with a reception at 6 p.m., followed by dinner and the presentation.

Due to SCAG's innovative vision and past community involvement, we would like to provide an opportunity to be an event sponsor. We have sponsorship and advertising opportunities to offer, ranging from \$500 to \$1,500.

Please take a few moments to review the attached sponsorship opportunity materials and consider sponsoring the 12<sup>th</sup> Annual General Assembly. For more information, or if you wish to simply attend the General Assembly dinner, please call Danielle Maxson or Rosa Washington at (909) 955-7985. Thank you for your time and consideration.

Sincerely,

Rick Bishop

**Executive Director** 

Enclosure: Sponsorship Opportunities

# WESTERN RIVERSIDE COUNCIL OF GOVERNMENTS 12th ANNUAL GENERAL ASSEMBLY

## **EVENT SPONSORSHIPS**

# \$1,500 Sponsor of the Future

- · Eight dinner tickets
- · Your logo on printed promotional items
- Announcement of sponsorship at the event
  - · Presentation of Plaque of Recognition
- Logo on WRCOG website with link to your company's website
  - · Promotional literature on dinner tables
    - Table top exhibit

## \$1,000 Visionary Sponsor

- Six dinner tickets
- Your logo on printed promotional items
- · Announcement of sponsorship at the event
- Logo on WRCOG website with link to your company's website
  - · Promotional literature on dinner tables
  - Presentation of Plaque of Recognition
    - · Table top exhibit

# \$500 Innovator Sponsor

- Six dinner tickets
   Announcement of sponsorship at the event
  - · Presentation of Plaque of Recognition
    - · Table top exhibit

## Additional Information

Table top exhibits should be in place by 5:45 p.m. on Thursday, August 7, 2003 and must be removed no later than 10:00 p.m. the same date. If electricity is required for the exhibit, WRCOG must be notified at the time of commitment.